I'd like to rebut iBiquity's comments that there is overwhelming industry support for IBOC. The ones who are so enthusiastic are the corporate suits who think a little technical tinkering is going to reverse declining listenership caused by inept programming. I hang around a number of tech forums on the web, and I don't see the enthusiasm amongst the rank and file engineers. Daytime AM IBOC will be too expensive to be worth it. I know that I'll be fighting against it at my company.